MARLBORO

4/4/95

OUTBOUND TM PROGRAM

RESPONSE REPORT: TEST 1 VS. TEST 2

	TEST 1		TEST 2		TOTAL	
Surveyed	1,143		187		1,330	
I Did Participate in MCS	605	53%	71	38%	676	51%
Other Response	201	18%	15	8%	216	16%
Didn't Like MCS Merchandise	73	6%	9	5%	82	6%
Forgot to Save Miles	43	4%	5	3%	48	4%
Too Difficult to Save Miles	30	3%	14	7%	44	3%
Saved Miles for Friends	28	2%	15	8%	43	3%
Unaware of New Promo	31	3%	8	4%	39	3%
Not Interested in Saving	26	2%	8	4%	34	3%
Didn't Get MCS Catalogue	21	2%	4	2%	25	2%
Too Many Miles Required	22	2%	0	0%	22	2%
No Longer Smokes/Quit	17	1%	2	1%	19	1%
Unaware of Deadline/Forgot	Recorded as "Other"		19	10%	19	1%
Switched Brands	12	1%	6	3%	18	1%
Dissatisfied w/MAT Gear	7	1%	8	4%	15	1%
Dissatisfied w/MAT promo	8	1%	2	1%	10	1%
Threw away MCS Catalogue	8	1%	0	0%	8	1%
Dislikes Marlboro Gear	6	1%	1	1%	7	1%
Dissatisfied w/Brand	5	0%	0	0%	5	0%
Don't Want to Pay Shipping & Handling	0	0%	0	0%	0	0%
TOTAL	1,143	100%	187	100%	1,330	100%

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Source: https://www.industrydocuments.ucsf.edu/docs/rhkm0004

MARLBORO
OUTBOUND TM PROGRAM
RESPONSE REPORT: TEST 1 VS. TEST 2

	TEST 1		TEST 2		TOTAL	
Surveyed (minus "I did participate in MCS")	538		116		654	
Other Response	201	37%	15	13%	216	33%
Didn't Like MCS Merchandise	73	14%	9	8%	82	13%
Forgot to Save Miles	43	8%	5	4%	48	7%
Too Difficult to Save Miles	30	6%	14	12%	44	7%
Saved Miles for Friends	28	5%	15	13%	43	7%
Unaware of New Promo	31	6%	8	7%	39	6%
Not Interested in Saving	26	5%	8	7%	34	5%
Didn't Get MCS Catalogue	21	4%	4	3%	25	4%
Too Many Miles Required	22	4%	0	0%	22	3%
No Longer Smokes/Quit	17	3%	2	2%	19	3%
Unaware of Deadline/Forgot	Recorded as "Other"		19	16%	19	3%
Switched Brands	12	2%	6	5%	18	3%
Dissatisfied w/MAT Gear	7	1%	8	7%	15	2%
Dissatisfied w/MAT promo	8	1%	2	2%	10	2%
Threw away MCS Catalogue	8	1%	0	0%	8	1%
Dislikes Marlboro Gear	6	1%	1	1%	7	1%
Dissatisfied w/Brand	5	1%	0	0%	5	1%
Don't Want to Pay Shipping & Handling	0	0%	0	0%	0	0%
TOTAL	538	100%	116	100%	654	100%

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